



## Associate Chief Philanthropy Officer

### ABOUT FRIENDS OF WATERFRONT SEATTLE

Seattle's future waterfront is more than a park – it represents a once in a generation opportunity for the community of Seattle. The park's construction comes at a time when the alignment of the city's values, vision, and investments can achieve lasting economic, social, and environmental value for both today and for the benefit of future generations. This monumental effort will happen through the force of philanthropy and leveraging public investment that capitalizes on major, necessary infrastructure projects: the Elliott Bay Seawall replacement completed in summer 2017 and the removal of the Alaskan Way Viaduct in 2019. These publicly funded infrastructure projects open up 20 acres of public right-of-way, which the community is transforming into well programmed park spaces from Pioneer Square to Belltown, funded by a mixture of public and philanthropic resources. The new waterfront park will greatly enhance the nearshore ecosystem; create new, diverse cultural and civic experiences; generate new economic opportunities for people with limited financial resources; and connect people to the urban shoreline and to Elliott Bay in ways that reinforce a sense of shared community, values, and stewardship.

As the nonprofit and park operating partner established to ensure the park's successful execution, stewardship, operations and programming, Friends of Waterfront Seattle ("Friends") has committed to raise \$110 million by 2024 from philanthropic sources to support the park's \$1 billion construction, and will manage operations and programming for the park spaces at a high level through a mixture of public and private resources.

### At A Glance

*Friends of Waterfront Seattle is the City of Seattle's nonprofit partner helping to build Waterfront Park and ensure its lasting success. Following the public-benefit partnership model, Friends educates the public about the park and its benefits, raises philanthropic funds to build the park, and will partner with the City to steward, fund, and manage the park long term. Its goal is to make the central waterfront a vibrant public mixing ground where all communities can share cultural, recreational, and civic experiences in a beautiful environment. The Chief Philanthropy Officer of Friends of Waterfront Seattle will have a once-in-a-generation opportunity to support a transformative \$200 million campaign and work with many partners, communities, and cultures in a rapidly evolving organization that is doubling its number of personnel and budget year over year to become a strong park operating partner to the City of Seattle in perpetuity.*

### Visit



Friends will also be responsible for contributing \$90 million through annual and major individual giving, institutional giving, and sponsorships to support its ongoing park operations and programming and grow Friends' internal capacity to operate the park in perpetuity. Over ten years, Friends is working to achieve a \$200 million comprehensive campaign goal.

Friends is in the process of building the fundraising arm of the organization to support the comprehensive campaign and become a strong park partner to the City of Seattle, providing ongoing philanthropic support through a comprehensive fundraising program. Friends' recently hired a highly accomplished Chief Philanthropy Officer who will lead the philanthropic strategy and team to ensure the success of this ambitious campaign. Despite COVID-19 and external economic conditions, Friends remains a strong, financially viable organization, with a strong revenue base and enthusiastic support from Friends' board and volunteer leadership, that include many of Seattle's top philanthropists.

## THE POSITION

A seasoned, energetic, and self-motivated accelerator of major gifts, the Associate Chief Philanthropy Officer provides leadership and direction for Friends' premier major gifts and stewardship program at one of the nation's most visionary waterfront parks. This new position reports directly to Friends' Chief Philanthropy Officer and will supervise a team of two Major Gifts Officers and a Stewardship Manager. The Associate Chief Philanthropy Officer will be expected to build and manage a portfolio of major donors and prospects with the potential to make six-figure and seven-figure gifts in support of Seattle Waterfront's historic \$200 million comprehensive campaign. To be successful, the Associate Chief Philanthropy Officer will need to focus on building a strong, diverse base of major giving prospects and donors, while building a pipeline of new donor prospects. This position will be based in Seattle, with the ability to work remotely until able to safely relocate there.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Associate Chief Philanthropy Officer will achieve the following major objectives:

- Serve as lead staff person in soliciting and closing major gifts at the six- and seven-figure level.
- Successfully engage with high-net-worth donors, while exhibiting confidence, trust, sensitivity, discretion, and professionalism.



- Manage the major gifts and stewardship team and implement a strong moves management system that ensures team accountability and performance and builds an increasing base of major and leadership gift prospects and donors.
- Continue to build on the remarkable success of the Friends' Campaign with at least one solicitation of \$1 million or more.

## RESPONSIBILITIES

The Associate Chief Philanthropy Officer will have the following primary responsibilities:

- Working with the CPO, lead, manage, develop, and mentor the team in a manner that ensures an integrated fundraising program and successful campaign.
- Plan, develop, and implement a targeted, integrated cultivation strategy that builds a pipeline for major and leadership gifts from new and existing high-net-worth donors and prospects.
- Build, qualify, cultivate, and solicit a strong portfolio of 100-200 current and new donors and prospects, utilizing senior executives, board members, and volunteers as natural partners in cultivating and soliciting gifts.
- Act as principal donor strategist for each prospect in the portfolio, with specific responsibility to develop written donor strategies and maintain relationship records of all interactions.
- Develop a strong campaign-focused moves management infrastructure that both tracks fund team activities/moves and optimizes Friends' fundraising potential for cultivating, securing, and closing major gifts.
- Provide complete and accurate activity reports on moves management on a regular basis that include revenue forecasts, data analytics, team-assigned tasks and accomplishments.
- Collaborate and engage the program team in donor cultivation and stewardship to bring the philanthropic potential of Friends' work to donors.
- Develop and maintain positive, collaborative working relationships with Friends' team, board, and volunteers.





## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications

- A genuine and enthusiastic commitment to the vision and values of Friends of Waterfront Seattle.
- A minimum of five to seven years of experience building successful individual giving programs that includes managing major gift officers and stewardship professionals. Prior experience in campaigns, public/private partnerships, and/or an understanding of Seattle's philanthropic community would be an advantage.
- Proven achievement in the successful solicitation of six- or seven-figure major gifts, with the drive to build new and existing donor and prospect relationships.
- An independent, energetic, self-starter with a proven ability to recruit, supervise, motivate, and retain a development team that strives to achieve and exceed goals.
- Deep interest in understanding a range of diverse cultural differences and the ability to work effectively with people from a range of social, ethnic, and cultural backgrounds.
- Solutions-oriented, metrics-focused, team-oriented, servant leader, who enjoys managing up and down and brings a good sense of humor.
- Excellent interpersonal, written, and verbal communication skills, with the ability to persuade and move people to action.
- Experience with prospect and donor management fundraising software applications, including Salesforce and/or The Raiser's Edge.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.
- A bachelor's degree from an accredited university or college is required.

## ORGANIZATIONAL VALUES

Friends is an ambitious organization that welcomes diverse qualified team players who, like all members of the Friends team, possess a “do-all-jobs” mentality and strive to achieve excellence in all tasks. Friends offers team members the opportunity to take on significant responsibilities on multi-disciplinary projects in a collaborative, congenial work environment. Friends' culture is one of shared leadership, with an entrepreneurial spirit that promotes a meritocracy of ideas from all of its team members. Friends is committed to an inclusive, diverse, multi-cultural atmosphere that it envisions for the future Waterfront Park. Friends seeks to employ and



engage all communities and cultures including people of color, those with disabilities, and members of the LGBTQ community and to create an environment where everyone feels valued.

## APPLICATION

Friends values diverse perspectives and life experience and encourages people of all backgrounds, communities, and cultures to apply, including people of color, women, LGBTQ, immigrants, refugees, people with disabilities, and veterans. Friends of Waterfront Seattle has retained Campbell & Company to conduct this national search. The team for this project includes Dan Nevez, Senior Consultant, and Alexandra Catuara, Associate Consultant. Friends of Waterfront Seattle offers a competitive compensation and benefits package.

To be considered for this opportunity, please send a letter of interest and resume to:

### ALEXANDRA CATUARA

Associate Consultant, Executive Search

[anc@campbellcompany.com](mailto:anc@campbellcompany.com)

(312) 506-0060 direct

*Friends of Waterfront Seattle is an Equal Opportunity Employer.*



1 East Wacker Drive, Suite 2100  
Chicago, IL 60601

*Friends of Waterfront Seattle is committed to an inclusive, diverse, multi-cultural workforce that we envision for the future Waterfront Park. Friends seeks to employ and engage all communities and cultures and to create an environment where everyone feels valued and respected in the workplace. Friends encourages people of all backgrounds and communities and cultures to apply for this role, including people of color, women, LGBTQ, immigrants, refugees, people with disabilities, and veterans.*